

ABSTRACT OF THE DISCLOSURE

The invention provides an advertisement-data processing system that can easily give advertisement data a customer wants. The system comprises a network (200), a customer terminal (300), a shop terminal (400), and a server apparatus (500). The server apparatus (500) has a customer data storage section that stores customer data representing the size of the customer's family, the ages of family members, customer's address, the place to which the advertisement data should be sent. The shop terminal (400) has a POS register, which generates transaction content data in accordance with transaction data representing the items transacted (goods and service) and charges for the items transacted. The server apparatus (500) acquires the transaction content data via the network (200), predicts the items the customer may transact, in accordance with the family data and the transaction content data, selects advertisement data items for the customer, and transmits the advertisement data items to the customer terminal (300) via the network (200).